

Orig under P-Coffey, Shelby III  
 THE WASHINGTON POST PARADE  
 11 Oct 1970  
 P-Coffey, Shelby III  
 Original Peace Corps  
 Original Americans for Comm  
 Unity Cooperation in  
 the Nations

# The Peace Corps Wants YOU

By Shelby Coffey III

## Peace Corps Director Joe Blatchford is a true believer

Yes, it was one of those Epic moments-of-a-fine-lifetime for Joe Blatchford: the President arose and smiled at him across the magnificent, blue and gold carpeted office. The President was in a congratulatory mood. Joe Blatchford had trudged past the inquisition of Henry Kissinger, past the patient questioning of Secretary of State William Rogers, past the quiet checks of J. Edgar Hoover's agents. He had trudged up from the false glamour of life as a tennis bum, up from the shoe-string economies of running a private miniature Peace Corps (named ACCION) in Latin America, up from defeat as a 1968 congressional candidate in Los Angeles. He had for years impressed the President's good friend, Don Kendall, head of Pepsi Cola. And now the President was telling Joe Blatchford that the mantle of leadership of the real Peace Corps was to be conferred on him.

Joe Blatchford stood agog in the Executive office: "It's really awesome," he says. . . "when you walk into the room you expect organs; you can't think." Later, he was more at ease when the President announced his appointment in an outdoor ceremony. A photographer caught the scene: a bright May day in 1969, the President, looking exceptionally fit, is grinning paternally; and Winnie, Joe's gorgeous wife, is smooching Joe and Joe is accepting the kiss

with a mild smile, quick-frozen on his ruddy profile. A grand day in the Rose Garden then, but grand days in political Washington have a way of being followed by monsoons, and quickly.

Joe Blatchford still has that smile, but it comes a little less often now, according to friends. The near year and a half that he has spent administrating down at Connecticut Avenue has roller-coastered into a confusing, demanding period.

Some of the resident Washington staff, heavily Democratic, have bellowed quite publicly about the agency's "New Directions." Congress barely refrained from gutting the \$98 million appropriation. Volunteers have embarrassed the administration with anti-war protests. The unfortunate Famous Memo, promising Congress less politicized Volunteers in the future, hit the press. Lots of people have started talking of Peace Corps as hopelessly outdated. And even the Director's office has been occupied by returned Volunteers who flew the Viet Cong flag out the window.

These and other tribulations have left Joe Blatchford with a heightened sense of transcendence. Recently he told a Peace Corps magazine interviewer: "I serve at the pleasure of the President. . . times the way they are now, you never know how long you're going to be here." Little chips of sadness and realism clutter in that va-

mark. (During another talk at his Georgetown home, his large gesturing hands momentarily still, he turned to his wife, and said "I may be talking myself out of a job.")

Still, a near-feverish optimism generally continues to course through Joe Blatchford's talk. And well it might: his whole life, his whole philosophy has been built on hopes for the future, for achievement; and those hopes have brought him a long way from the boring life of a disgruntled Berkeley law student. Not for nothing was Joe Blatchford raised as a Christian Scientist. Not for nothing does he still believe "in the perfectability of man." That may sound suspiciously like the "raised on Wheaties" shallowness some liberal columnists have been trying to pin on square-jawed, inch-under-6-foot, blue-eyed Joe Blatchford. But Joe Blatchford is, if anything, a mixed man. Even long-time friends still seem a little mystified by the various facets of his character. He is endowed with all the attributes that a certain type of Republican legislator brings to Washington: the whiff of the jock (schoolboy tennis champ) and of Big Business (backed by mogul Kendall); the trace of the idealist (big on William James) and of the frat man (Phi Psi) with even a bit of the Quiet American thrown in. (Right

continued

C.I.A. 4.01 International  
Association for Cultural  
Freedom

C.I.A. 2.04.2 Foundations

Blatchford, Joseph

Org. 1 Americans for  
Community Cooperation  
in Other Nations

# WASHINGTON LINE THE SHADOW

Remember Gen. Nguyen Ngoc "Laughing Larry" Loan, the Saigon police chief who, during last year's Tet offensive, murdered a Vietnamese civilian before TV cameras? Loan is now receiving plush medical treatment at American taxpayers' expense in Washington's Walter Reed Army hospital—private room, individual attendants and all the trimmings—for wounds inflicted by a near-miss of an NLF rocket.

What a wide spectrum of white intellectuals still have not learned was quickly understood by leading black American writers who forced the old CIA-fronting International Association for Cultural Freedom to call off a conference last month. The IACF, which has changed its name (from Congress for Cultural Freedom) claims it is now financed by the Ford Foundation. It has been desperately trying to rebuild its image, shattered when it was forced to admit what radicals in the 50s had charged: that it was the CIA's major cultural weapon in the cold war. It captured more than 100 white intellectuals for a meeting at Princeton last December.

But when black writers including Harold Cruse, John Oliver Killens, LeRoi Jones and Samuel Allen, were invited to participate in an international black writers' conference at Fisk University, the quantity and quality of their response forced the IACF to cancel the meeting. They rejected the conference because of the sponsors' CIA associations and the inappropriateness of white sponsorship. The last-minute cancellation found a handful of African writers already arrived in the U.S., among whom was Lewis Nkosi of the Ugandan journal Transition, which was financed by the CIA through the IACF (Washington Line, Feb. 15).

When the Peace Corps was started by President Kennedy, its liberal supporters were frequently stung by third-world charges that it was a new type of CIA effort, mixing young idealists and trained espionage agents. By now, however, the CIA clearly has the upper hand: the new Peace Corps director is Joe Blatchford, whose connections with "The Firm" were openly acknowledged by former Peace Corps director Sargent Shriver.

Peace Corps volunteers in Venezuela were warned several years ago to stay away from Accion, a Latin American "self-help" group financed by the AFL-CIO's American Institute for Free Labor Development and the Donner Foundation. Both were CIA fronts, and Joe Blatchford was Accion's executive director.

Blatchford, Joseph  
South Americans for  
Community Cooperation  
in Other Nations  
CIA 204.2 Foundations  
Org 1 Peace Corps

## Moscow Smears Blatchford

Sitting in his office on a recent Sunday afternoon, Peace Corps Director Joseph Blatchford became greatly amused as he began to pore over a radio report from Moscow on his recent trip to Africa. Moscow acknowledged that Blatchford was "sociable and well-mannered and creates a very good impression." What is more, he is a Negro [a fact that is news to both Blatchford and his parents]. In the opinion of those who appointed him Peace Corps director, Moscow blithely went on, "this cannot but appeal to Africans."



BLATCHFORD

The Soviets then got down to serious business. While Blatchford is both a "gentleman and a humanist," said Moscow, he is also "a hard-core spy from the CIA with more than 10 years' seniority" (also news to the Peace Corps director).

Back in 1960, the radio report continued, he came "out with the initiative, not his own, of course, but that of CIA, to set up a kind of organization of volunteers for working in the countries of that continent.

"This organization was to take up the problem of housing and liquidating slums. It was called in fact 'Accion.' But how did Joe Blatchford and his colleagues 'Act'? . . .

"...Thieves and robbers were recruited by 'Accion' to form a gang for tailing progressive politicians, intimidating them, and sometimes removing them physically. . . .

"No doubt Joe Blatchford in his new role will try to mold banditism in Africa in a form favorable for CIA. Therefore, it is not surprising that he is planning to visit those African countries where the *declassé* elements are at their highest. . . .

"Actually, Washington has chosen a suitable leader for the Peace Corps—a paid agent of CIA and a specialist in political blackmail and assassination. Who could be better as a leader of the Corpsmen?"

Those who know the new Peace Corps director are chuckling at Moscow's furious blast. Blatchford, in fact, is not a Negro nor has he ever been a member of the CIA. While head of "Accion," Blatchford, moreover, scrupulously avoided taking funds from any foundation that appeared to be even remotely connected with the CIA.

Moscow's real reason for assailing the new Peace Corps director, say knowledgeable anti-Communists, is that Blatchford built Accion into an effective self-help program for Latin American slum dwellers which radiated much good will for the United States. Some Latin observers have even referred to Accion as "preventive anti-communism." Fearing that Blatchford will turn the Peace Corps into an equally effective organization, Moscow has apparently decided to smear him with its mighty mud gun.

Joseph Ford, Joseph  
Org 1 Americans for  
Community Cooperation  
in other Nations  
CIA 2-04-2 Foundations

## Capital Briefs

Contrary to rumors and speculation running wildly throughout the Capitol, Peace Corps Director Joseph Blatchford had absolutely no ties with the Central Intelligence Agency when he was running a private, self-help group in Latin America called Accion. Even the liberal New York Post, which did an elaborate analysis of Accion's funding earlier this year, found that CIA money did not bankroll Blatchford's organization. ✓

P. Pearson, Drew  
Joseph  
Bell, Elizabeth  
Org 1 Peace Corps  
Org 1 Americans for  
Community Cooperation  
in Other Nations

Orig. under  
Bell

June 3, 1969

MEMORANDUM FOR MR. GOODWIN

The original of the attached letter from Elizabeth Bell expressing her concern over allegations by Drew Pearson of CIA ties by Peace Corps Director Blatchford was routed to me for handling.

I returned it to the NSC Secretariat, expressing the view that it will be far better to have either Mr. Blatchford or someone on the White House Staff to respond to this letter rather than the CIA. Therefore, I am sending this along purely for information purposes.

As you undoubtedly saw, Mr. Blatchford denied Pearson's allegations and Pearson subsequently issued a retraction.



Attachment

STAT

4 JUN  
1969

STAT

Approved For Release 2004/11/01 : CIA-RDP88-01315R000100230001-1

Approved For Release 2004/11/01 : CIA-RDP88-01315R000100230001-1

DIPLOMACY:

New Broom

Maybe the accent was more Californian than Kennedy, but certainly new Peace Corps director Joseph Blatchford had all that New Frontier vigor. There he was—miniskirted wife, tousled hair, public-relations men and all—jamming into a two-day visit to Iran everything from meetings with top government officials to long bull sessions with young Peace Corps volunteers. And, beyond doubt, vigor paid off. Iran's Shah, a long-time supporter of the Peace Corps ideal, talked enthusiastically with Blatchford about the possibility of creating an International Peace Corps. And with equal zest, Prime Minister Amir Abbas Hoveyda asked for more volunteers to reinforce the 236 already serving in Iran.

All this *Gemütlichkeit*, however, was less than typical of Blatchford's first overseas tour as Peace Corps director—a two-week trip that took him through Kenya, Libya and Iran. Blatchford, who at 34 is President Nixon's youngest agency head, is fond of saying that the Peace Corps has now "reached puberty." But the former collegiate tennis champ from UCLA is quickly learning that in 1969, Tarkington-like adolescences are rarer than rumble seats. From Kenya, after a swing through the countryside with Blatchford, *Newsweek's* Sanford Ungar filed this report:

No cheering crowds lined Joseph Blatchford's route. Kenya's President Jomo Kenyatta didn't even receive his distinguished guest—although an audience had been requested. And the local papers took little notice of Blatchford's four-day visit to this East African country that the Peace Corps considers one of its great success stories.

This unspectacular reception was no accident, for John F. Kennedy's once widely applauded brainchild is increasingly regarded in Africa as a mixed blessing, and in several countries is no longer welcome at all. Gabon and Mauritania have stopped accepting volunteers. And Tanzania, the first African country to accept Peace Corps aid, is now down to eight volunteers—all of whom will be gone by September.

Role: Some of the corps' troubles may have been inevitable, for the role of an American organization in an increasingly nationalistic Africa is not an easy one. In many cases, African officials charge that Peace Corps projects are not sufficiently integrated with the development plans of the local government. But the most frequent complaint about the Peace Corps volunteers is not that they are foreigners but that they have been ill-trained for the rigors of life in a devel-

oping country. Stateside training averages only twelve weeks, and many volunteers feel that the first half of their two-year hitch is nothing more than an orientation period. And Blatchford himself admits that one of the original goals may be out of date: "We have already proved that Americans are good guys and that Peace Corps service has educational value for the volunteer. It's time to move on to other things."

These "other things" that Blatchford apparently has in mind stem quite directly from his own experience. Blatchford was at the cutting edge of a new, socially conscious generation when in 1960 he founded ACCION, a private volunteer organization dedicated to improving slum communities in Latin America. But even then he took umbrage when journalists pegged ACCION (some of whose funds allegedly came from the CIA) as a "privately financed Peace Corps." He wanted it made perfectly clear that ACCION provided technically trained personnel and not the liberal-arts graduates who have traditionally been the backbone of the Peace Corps.

Blatchford's belief in technical proficiency as the essence of effective volunteer work abroad seems likely to lead to an intensified effort on the part of the Peace Corps to recruit blue-collar workers and middle-career people with families. Meantime, it is also leading to some unhappiness among older Peace Corps officials. As one disgruntled senior staff member said recently: "Blatchford's inclination is to have some sort of economic impact. But the minute you get into this, you fall into the old problem. How do you measure such impact? It's simply arrogant to think you can measure."

Research: Blatchford is not so sure. At his instigation, ten "task forces" have been established to investigate new directions for the Peace Corps, and a management-consultant firm is being called in to help streamline the Washington office.

All this, inevitably, has sent rumors ricocheting through the dingy corridors of Peace Corps headquarters a block from the White House. To old hands, the most ominous possibility is that the Peace Corps—always the most independent of Federal agencies—will become a junior partner of the Agency for International Development. And such fears were not laid to rest when the State Department recently ordered a study made to determine whether there could be more interchange among Federal agencies abroad. Still, almost everyone agrees that the Peace Corps needs some rejuvenation, and there are those who think that Blatchford's hardheaded approach is the only way to achieve that.

Joseph  
Orig. Americans for  
Community Cooperation  
in other Nations  
C.I.A. 7.02 Peace Corps

Orig. under  
Blatchford

STAT

Approved For Release 2004/11/01 : CIA-RDP88-01315R000100230001-1

Next 10 Page(s) In Document Exempt

Approved For Release 2004/11/01 : CIA-RDP88-01315R000100230001-1



17 Mar 1969

Evening Star Stocks/Sports Edition  
"New Chief Picked for Peace Corps"

Blatchford, Joseph  
Americans for Commu.  
p. 1 at bottom  
Cooperation in Other  
Nations

Joseph H. Blatchford, executive director of a privately financed community development organization of volunteers working in Los Angeles has been selected to replace Jack Hood Vaughan as head of the Peace Corps. The nomination of the 34 year old Californian is expected to be announced shortly.

Blatchford is executive director of ACCION, which is the Spanish word for action and means Americans for Community Cooperation in Other Nations. He has already come to Washington ready to step into the Peace Corps directorship, as soon as the Senate approves the nomination.

Blatchford ran for Congress from the 17th District of California (Los Angeles County) and lost in Nov. 1968. He is a Republican. Source: Congressional Quarterly 1968

Wash Post  
18 Mar 1969

### Californian to Get Peace Corps Post

Los Angeles Times

LOS ANGELES, March 17—Joe Blatchford, a southern Californian who started his own privately financed "peace corps," has been selected by President Nixon to head the Government's Peace Corps, succeeding Jack Hood Vaughn.

Blatchford, 35, is a former UCLA tennis team captain and Berkeley Law School graduate who last year ran for Congress but lost.